



CLAYTON CENTURY  
FOUNDATION

*enriching our community*

CCF BOARD OF DIRECTORS

AGENDA

April 24, 2013

Clayton Municipal Courtroom  
10 South Brentwood Boulevard  
7:00 PM

1. Call to Order/Opening Remarks by Gary Feder
2. Approval of 01-30-13 Minutes
3. Financial Report
4. Nominating Committee Report
  - Resolution 13-05
5. Presentation of the Shaw Park Master Plan Overlay by SWT Design
6. Development Report
  - Major Gifts Committee
  - Annual Fund Committee
7. CCF Arts Report
8. CCF Parks Report
9. CCF History Report
10. New Business
  - Centennial Report
  - CCF Shirts for the Board
11. Next Meeting – Wednesday, July 31, 2013 at 7:00 pm
12. Adjourn



CLAYTON CENTURY  
FOUNDATION

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**Clayton Century Foundation  
Board of Directors Meeting Minutes**

**Wednesday, January 30, 2013**

**Barry-Wehmiller**

**7:00 pm**

**Attendees:** Gary Feder, Gary Krosch, Scot Boulton, Cindy Berger, Jill Fisher, JJ Flotken, Cynthia Garnholz, Mark Winings, Ken Goldman, Judy Goodman, Lee Hanson, Bob Paster, Cindy Rapponotti, Elizabeth Robb, Steven Rosenblum, Bev Wagner, Jim Sherby, Mont Levy, Carol Klein

**Absent:** Sally Cohn, Lotta Fox, John McCormick, Hugh Scott, Dan Human, Ben Uchitelle, Cheryl Verde, Holly Benson

**Staff:** Patty DeForrest – Director of Parks and Recreation, Sarah Umlauf – Community Resource Coordinator, Brie Cella – Development Coordinator

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1. Call to Order  
Gary Feder called the meeting to order and thanked Barry-Wehmiller for use of their conference room.
2. Approve November 16, 2011 Minutes  
Scot Boulton moved to approve the minutes. Ken Goldman seconded the motion. The minutes were approved as submitted.
3. Financial Report  
Gary Krosch presented the financial report to the board noting that CCF has about \$55,000 in unrestricted funds and about \$600,000 in restricted funds. Gary also noted that with thanks to the Annual Fund Committee chaired by JJ Flotken, CCF's individual donations are in line with the budget.
4. Resolutions 13-01 – 13-02  
Gary Feder announced that he would present the resolutions proposed by the Nominating Committee since the committee's chair, Dan Human, is absent with

the flu. Gary noted that the Board is typically presented with a slate in the October meeting and then vote on the slate in the January meeting. Gary presented Resolution 13-01 and noted that while Michelle Williams from Centene was presented on the proposed slate in October, after discussions it was felt that Holly Benson would be the preferred candidate from Centene. Elizabeth Robb moved to approved Resolution 13-01. Scot Boulton seconded. The motion passed unanimously.

Gary Feder presented Resolution 13-02 and noted that while John McCormick was included on the slate of officers in October, his name has been replaced with Scot Boulton. There was concern that John's relationship as Sarah Umlauf's brother could be perceived as a conflict. Bev Wagner moved to approve and Steven Rosenblum seconded the motion. The motion passed unanimously.

#### 5. Development Report

Ken Goldman will be stepping down as chair of the Major Gifts Committee as he takes on a new position at Temple. Jill Fisher will be stepping back in as chair. Patty DeForrest provided a project update for the group beginning with the Century Garden sculpture. Patty has been in contact with James Surls and his assistant and they are on schedule to complete the work for a May/June dedication.

In early March, the construction of the Recreational Trail will begin and last until June of this year. The City of Clayton approved the naming of the Moneta Garden in Shaw Park. The artwork for the garden has been selected and is currently in storage in Clayton. It is a work by Ernest Trova.

The fitness area of the trail, sponsored by Commerce and the William T. Kemper Foundation is progressing. Equipment for the area has been selected.

Patty noted that there have been some problems with the Enterprise Holdings Pavilion with the bids coming in over budget. The City is working with the architect to try and decrease the costs.

The construction of the porches and ramp at the Historic Hanley House is moving along. The City of Clayton has begun the bid process for the restoration of the museum's windows. The restoration of the doors is the final element remaining in order to protect the exterior envelope of the structure. The City estimates the cost for this project to reach \$80,000.

The fence for the Dog Park has been selected and the entrance area is being designed with input from the donors. The Andersons are conducting their own tree campaign in order to enhance the park further. They are also raising funds for an irrigation system. There will be benches donated by Nestle Purina.

Patty presented resolution 13-03, funding for a conceptual design for the Shaw Park Multi-use Year Round Facility. The discussions and plans for the Ice Rink impacts planning for the area as a whole. It becomes difficult to plan a meaningful landscape and hardscape design in Century Garden without a clear strategy for the rink. It will cost \$30,000 for Jacobs Engineering to develop a conceptual design for the rink based off of their public engagement. This design could tie into the Century Garden and further tie into the Master Plan Overlay Project. This project is time sensitive as the work will be done over the next three months. Most of the \$30,000 requested will come from CCF's unrestricted fund balance. Some of the funding could come from CCF Park's unrestricted funds but that would have to be decided by that group. Scot Boulton questioned whether CCF would be left with enough funds for the year's expenses. Gary Krosch noted that the fund balance would be consistent with what the group has operated with in the past. Following discussion, Gary Krosch moved to pass Resolution 13-03. Mont Levy seconded. The motion passed unanimously.

The Master Plan Overlay Project, funded by Barry Wehmiller, continues to move forward. The project will focus on the Northeast end of Shaw Park and highlight a water feature that will pass through the entire park. There are two committees dedicated to this project: a Steering Committee and a Vision Advisory Committee. The Steering Committee is made up of City representatives and staff members and the bulk of the work is being accomplished at this level. The Vision committee includes people like Bob Chapman, Jim Mann, Jim Castellano, Jason Braidwood and Mont Levy. This group reviews the work of the Steering Committee and will be focused on raising funds to implement the plan.

Patty noted that there will be a need for an Installation Sub-committee to work on plans surrounding the dedication of the Surls work. It will be important for the group to maximize the opportunity by hosting special receptions and reaching out to major donors. Those interested in serving on this special committee should contact Patty DeForrest.

JJ Flotken reviewed the progress of the Annual Fund Committee. CCF raised about \$24,000 with 106 total donations in the end of year campaign. Over the last 20 months, the group has raised about \$66,000. The giving trend is moving upwards but the group is having some trouble retaining donors. There have been inconsistencies in giving trends which suggests that donors may be confused over expectations.

With the many programs scheduled during the Centennial year, the Events Sub-committee has elected not to do a beer booth at the Art Fair in 2013. Additionally, the School District has decided not to continue with the Go Green 5K race. The model of the Parlor Parties that were successful in 2012 will evolve in 2013 and the group will have more details to come regarding this change.

The Annual Fund Committee will reincorporate some early messaging into their appeals in 2013. Additionally, the Centennial year will be brought into all conversations and asks.

The Annual Fund Committee would like to look into updating the donor database which could cost up to \$15,000 plus annual support costs. Research on this possible upgrade is still being performed.

6. CCF Arts Report

Bev reported that the group had last approved accepting 4 Trova works on long-term loan from St. Louis County. One work was selected for the Moneta Garden. A second work will be sited possibly at the Mid-County Library or another Clayton location. With regard to the other 2 works, CCF Arts discussed the siting for them over several months but could not come to a consensus. The majority of the CCF Arts members then voted to reject the latter two works by Trova.

Bev intends to resign from CCF Arts but will postpone her resignation so that she may see current projects come to fruition including the installation of the Surls sculpture in Shaw Park. Jill Fisher will take on chairing duties in the interim.

7. CCF Parks Report

Cindy Rapponotti noted that the group had begun talking about the 2013 Musical Nights series with Janet LeMay, the Events Specialist for the City of Clayton. Members of the group are also working on exciting plans for Arbor Day. Sally Cohn is in charge of the group of volunteers working on the plans. The celebration will run throughout the month of April. It was also noted that the Centennial Greenway Trailhead in Shaw Park will be dedicated on Arbor Day, April 26.

8. CCF History Report

Jim reported that the CCF History Lecture in November at Concordia featured Esley Hamilton and it was very well attended. The attendance at January's lecture at the History Museum was not as well attended. The group hopes to work on getting the word out and increasing attendance. The next event will be on March 20<sup>th</sup> at Washington University. The topic will be the World's Fair and students from Washington University are planning to host their own exhibition following the lecture.

History Books are still available and can be purchased at the Center of Clayton.

CCF History will host their second annual Trivia Night on March 9<sup>th</sup> at St. Joseph's Church. Jim encourages the board to attend and to try and get their friends to attend as well.

The group continues to explore space for an archive and exhibitions. Recently, it was suggested that space may be available at the Center of Clayton using space



that incorporates the site of the old coffee kiosk. This is still in its early stages of planning and the City is talking with an architect to develop a possible plan. The City would then need to discuss with the CRSWC. Jim noted that this could develop into a project in need of funding down the road.

9. New Business

Resolution 13-04, support of Centennial Campaign, was introduced. This resolution reflects a cooperation with Major Gifts and the Centennial Committees to seek out fundraising for all Centennial events. Elizabeth Robb pointed out two projects under development, the essay contest organized by the Mayor's Youth Advisory Committee and underwritten by Commerce Bank and the Symphony workshop in the School District followed by a concert.

The group is in plans to host a second Ralph Clayton Leadership Circle event to be held at Buckingham, thanks to Mont Levy. This will be a kick-off for fundraising for the year.

Jull Fisher moved to approve Resolution 13-04 and Ken Goldman seconded the motion. The motion passed with a majority of votes. Gary Krosch voted against the motion.

10. Next Meeting

The next meeting will be Wednesday, April 24, 2013 at 7pm at Rubin Brown.

11. Adjourn

Meeting adjourned at 8:50 pm.

**CLAYTON CENTURY FOUNDATION**  
**STATEMENT OF FINANCIAL POSITION**  
**As of: March 31, 2013**

**FUND 85: CLAYTON CENTURY FOUNDATION**

**CASH AND CASH EQUIVALENTS:**

PULASKI CHECKING ACCOUNT	\$499,318.59	
PULASKI CD INVESTMENT	\$100,000.00	

<b>TOTAL</b>		<b>\$599,318.59</b>
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**ASSETS:**

**UNRESTRICTED ASSETS**

UNRESTRICTED CCF	\$31,318.97	
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<b>TOTAL UNRESTRICTED ASSETS</b>		<b>\$31,318.97</b>
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**RESTRICTED ASSETS**

RESTRICTED CCF	\$14,500.00	
RESTRICTED CCF - ART	\$8,066.12	
RESTRICTED CCF - HISTORY	\$50,057.82	
RESTRICTED CCF - PARKS	\$495,375.68	

<b>TOTAL RESTRICTED ASSETS</b>		<b>\$567,999.62</b>
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<b>TOTAL ASSETS</b>		<b>\$599,318.59</b>
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**LIABILITIES**

ENCUMBRANCES	\$0.00	
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<b>TOTAL LIABILITIES</b>		<b>\$0.00</b>
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<b>TOTAL LIABILITIES &amp; ASSETS</b>		<b>\$599,318.59</b>
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# CCF RESTRICTED FUND DETAILS

As of: March 31, 2013

## CCF:

Centennial Celebration	\$12,000.00
Back to the Future Essay Contest	\$2,500.00

## CCF RESTRICTED FUND TOTAL

\$14,500.00

## CCF – ART:

### FUTURE RESTRICTED FUNDS:

Undesignated CCF - Art Project Funds	\$8,066.12
Century Garden Art Piece	

## CCF – ART RESTRICTED FUND TOTAL

\$8,066.12

## CCF – HISTORY:

### FUTURE RESTRICTED FUNDS:

Library	\$1,000.00
Hanley House Porches	\$29,730.43
Hanley House Interpretative Signage	\$10,000.00
Hanley House Porches Dedication	\$650.00
Hanley House 2013 Programs	\$300.00
Undesignated CCF - Hanley House Project Funds	\$1,245.43
Undesignated CCF - History Project Funds	\$7,131.96

## CCF – HISTORY RESTRICTED FUND TOTAL

\$50,057.82

## CCF – PARKS:

### APPROVED EXPENDITURES FOR FY13:

Walking Trail	\$0.00
Nature Garden in Walking Trail	\$7,500.00
Musical Nights @ Oak Knoll	\$2,500.00
Scholarship Program	\$1,000.00
Aquarium	\$1,000.00
Shaw Park Pavilion	\$350,000.00

### FUTURE RESTRICTED FUNDS:

Ice Rink Design	\$30,000.00
Dog Park	\$82,058.56
Undesignated CCF - Parks Project Funds	\$4,520.77
Legacy Funds (Undesignated)	\$14,296.35
City of Clayton Tree Inventory	\$2,500.00

\$495,375.68

## CCF – PARKS RESTRICTED FUND TOTAL

## TOTAL CCF RESTRICTED FUND

\$567,999.62



# Clayton Century Foundation

## Statement of Cash Flows

As of: March 31, 2013

Account Title	FY12	FY13	FY13
	Actual	Budget	Year to Date
<b>Beginning Balance</b>	<b>\$176,199.53</b>	<b>\$485,211.63</b>	<b>\$485,211.63</b>
<b>Revenue</b>			
Donations - Individual	\$197,644.15	\$83,750.00	\$97,985.84
Donations - Corporate	\$890,550.00	\$359,000.00	\$139,500.00
Events	\$6,286.00	\$9,900.00	\$3,020.00
Grants	\$25,000.00	\$100,000.00	\$8,000.00
Programs	\$6,850.00	\$6,900.00	\$2,000.00
Merchandise	\$0.00	\$8,750.00	\$0.00
Miscellaneous	\$0.00	\$0.00	\$0.00
Interest	\$1,086.62	\$500.00	\$312.58
<b>Revenue - Subtotal</b>	<b>\$1,127,416.77</b>	<b>\$568,800.00</b>	<b>\$250,818.42</b>
<b>Year End Revenue</b>	<b>\$1,303,616.30</b>	<b>\$1,054,011.63</b>	<b>\$736,030.05</b>
<b>Operating Expenses</b>			
CCF Contractual Services	\$41,696.33	\$35,225.00	\$11,982.98
CCF Commodities	\$2,675.88	\$9,900.00	\$842.10
Accrued CCF Expenses	\$0.00	\$0.00	\$0.00
CCF Art	\$137.42	\$6,250.00	\$0.00
CCF History	\$331.54	\$19,280.00	\$1,386.38
CCF Parks	\$7,913.50	\$10,250.00	\$2,500.00
<b>Operating Expenses - Subtotal</b>	<b>\$52,754.67</b>	<b>\$80,905.00</b>	<b>\$16,711.46</b>
<b>Project Expenses</b>			
Clayton Century Foundation	\$765,650.00	\$791,200.00	\$120,000.00
CCF Art	\$0.00	\$0.00	\$0.00
CCF History	\$0.00	\$0.00	\$0.00
CCF Parks	\$0.00	\$0.00	\$0.00
<b>Project Expenses - Subtotal</b>	<b>\$765,650.00</b>	<b>\$791,200.00</b>	<b>\$120,000.00</b>
<b>Accrued Expenses</b>			
CCF	\$14,500.00	\$0.00	\$14,500.00
Art	\$8,066.12	\$8,066.12	\$8,066.12
History	\$50,057.82	\$49,577.40	\$50,057.82
Parks	\$495,375.68	\$36,538.71	\$495,375.68
<b>Accrued Expenses - Subtotal</b>	<b>\$567,999.62</b>	<b>\$94,182.23</b>	<b>\$567,999.62</b>
<b>Unrestricted Funds</b>	<b>-\$82,787.99</b>	<b>\$87,724.40</b>	<b>\$31,318.97</b>
<b>Ending Balance</b>	<b>\$485,211.63</b>	<b>\$181,906.63</b>	<b>\$599,318.59</b>

# Clayton Century Foundation

## Fund Summary

As of: March 31, 2013

		<b>FY12</b>	<b>FY13</b>	<b>FY13</b>
		<b>Actual</b>	<b>Budget</b>	<b>Year to Date</b>
	<b>CLAYTON CENTURY FOUNDATION</b>			
	BEGINNING CCF BALANCE	\$132,909.60	\$437,068.16	\$437,068.16
	TOTAL CCF REVENUE	\$1,114,180.77	\$548,787.50	\$245,466.42
	TOTAL CCF EXPENDITURES	(\$810,022.21)	(\$836,325.00)	(\$132,825.08)
	<b>TOTAL CCF FUND BALANCE</b>	<b>\$437,068.16</b>	<b>\$149,530.66</b>	<b>\$549,709.50</b>
	<b>CCF - ART</b>			
	BEGINNING CCF BALANCE	\$7,853.54	\$8,066.12	\$8,066.12
	TOTAL CCF REVENUE	\$350.00	\$3,000.00	\$0.00
	TOTAL CCF EXPENDITURES	(\$137.42)	(\$6,250.00)	\$0.00
	<b>TOTAL CCF FUND BALANCE</b>	<b>\$8,066.12</b>	<b>\$4,816.12</b>	<b>\$8,066.12</b>
	<b>CCF - HISTORY</b>			
	BEGINNING CCF BALANCE	\$7,840.97	\$12,245.43	\$12,245.43
	TOTAL CCF REVENUE	\$4,736.00	\$8,012.50	\$1,866.80
	TOTAL CCF EXPENDITURES	(\$331.54)	(\$19,280.00)	(\$1,386.38)
	<b>TOTAL CCF FUND BALANCE</b>	<b>\$12,245.43</b>	<b>\$977.93</b>	<b>\$12,725.85</b>
	<b>CCF - PARKS</b>			
	BEGINNING CCF BALANCE	\$27,595.42	\$27,831.92	\$27,831.92
	TOTAL CCF REVENUE	\$8,150.00	\$9,000.00	\$3,485.20
	TOTAL CCF EXPENDITURES	(\$7,913.50)	(\$10,250.00)	(\$2,500.00)
	<b>TOTAL CCF FUND BALANCE</b>	<b>\$27,831.92</b>	<b>\$26,581.92</b>	<b>\$28,817.12</b>
	<b>TOTAL ALL FUNDS</b>			
	BEGINNING BALANCE	\$176,199.53	\$485,211.63	\$485,211.63
	TOTAL REVENUE	\$1,127,416.77	\$568,800.00	\$250,818.42
	TOTAL EXPENDITURES	(\$818,404.67)	(\$872,105.00)	(\$136,711.46)
	<b>TOTAL FUND BALANCE</b>	<b>\$485,211.63</b>	<b>\$181,906.63</b>	<b>\$599,318.59</b>

# Clayton Century Foundation

## Project Update

As of: March 31, 2013

Completed Projects			
Description	CCF Expenditures	Total Project Cost	CCF General Fund Expenditures
Oak Knoll Garden	\$14,854.43	\$14,854.43	\$0.00
Shaw Park Tree Top Playground	\$5,000.00	\$587,500.00	\$5,000.00
Hanley Park Pavilion	\$10,000.00	\$281,817.00	\$10,000.00
Clayton History Book	\$34,251.39	\$34,251.39	\$14,251.39
<b>Total Completed Projects</b>	<b>\$64,105.82</b>	<b>\$918,422.82</b>	<b>\$29,251.39</b>
Current Projects			
Description	Prior Fiscal Years	FY13	FY13
	Expenditures	Budget	Year to Date
<b>Shaw Park Walking Trail</b>			
CCF	\$135,500.00	\$34,000.00	\$0.00
CCF - Parks	\$2,500.00	\$0.00	\$0.00
<b>Total Shaw Park Walking Trail</b>	<b>\$138,000.00</b>	<b>\$34,000.00</b>	<b>\$0.00</b>
<b>Hanley House Back Porch</b>			
CCF	\$115,000.00	\$0.00	\$0.00
<b>Total Hanley House Back Porch</b>	<b>\$115,000.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Shaw Park Art Piece</b>			
CCF	\$120,000.00	\$400,000.00	\$100,000.00
CCF - Art	\$0.00	\$0.00	\$0.00
<b>Total Shaw Park Art Piece</b>	<b>\$120,000.00</b>	<b>\$400,000.00</b>	<b>\$100,000.00</b>
<b>Shaw Park Pavilion</b>			
CCF	\$400,000.00	\$350,000.00	\$0.00
<b>Total Shaw Park Pavilion</b>	<b>\$400,000.00</b>	<b>\$350,000.00</b>	<b>\$0.00</b>
<b>Shaw Park Overlay</b>			
CCF	\$0.00	\$20,000.00	\$20,000.00
<b>Total Shaw Park Pavilion</b>	<b>\$0.00</b>	<b>\$20,000.00</b>	<b>\$20,000.00</b>
<b>Total Current Projects</b>	<b>\$773,000.00</b>	<b>\$804,000.00</b>	<b>\$120,000.00</b>



CLAYTON CENTURY FOUNDATION  
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REQUEST FOR BOARD ACTION

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**TO:** Clayton Century Foundation Board of Directors  
**FROM:** CCF Nominating Committee  
**DATE:** April 24, 2013  
**SUBJECT:** Resolution NO. 13-05 – Election of At-Large Members

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The Clayton Century Foundation (CCF) Board is being asked to elect the following individual(s) to three-year terms for the At-large director positions.

Linda Goldstein
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**Recommendation:** That the CCF Board of Directors elect Linda Goldstein to a three-year term.



**DATE:** April 24, 2013  
**TO:** CCF – Annual Fund Committee  
**FROM :** Sarah Umlauf, Community Resource Coordinator  
**RE:** 2013 Annual Fund Update

The purpose of this memo is to provide the Annual Fund Committee with an update on funds donated to CCF beginning January 1, 2013. The donations do not include major gifts, gifts allocated to the Dog Park, tree and bench donations, nor do they include History Book Sales.

**Totals:**

- 17 Total Donations
- \$11,126.00
- Average donation - \$654.47

**Donor information:**

**Recurring Donors (donated at least once 2008 – 2012):**

- 12 total donations
- 7,500.00
- Average - \$625.00

**New Donors:**

- 5 total donations
- \$3,626.00
- Average - \$725.20

**Donation Amounts:**

- \$100 - \$249 – 5 donations
- \$250 - \$499 – 0 donations
- \$500 - \$749 – 1 donations
- \$750 - \$999 – 0 donations
- \$1,000+ - 11 donations

**Comparison to Same Time Period Previous Calendar Year:**

	<b>Jan-Apr 2012</b>	<b>Jan-Apr 2013</b>
<b>Total Donations:</b>	\$6,700.00	\$11,126.00
<b>Recurring Donors:</b>	\$5,250.00	\$7,500.00
<b>Average:</b>	\$525.00	\$625.00
<b>New Donors:</b>	\$1,450.00	\$3,626.00
<b>Average:</b>	\$241.66	\$725.20

